RESEARCH PLAN PROPOSAL

A study on the Impact of content on the viewership of the TV news channels

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Introduction

Since the inception of the human being in this beautiful world communication always played an important role in the growth of human life. Explaining the importance of communication is like explaining the importance of breathing. The medium of communication has been varied at different era, ages and times. As we are living in the 21st century, the mode of communication is very much different what it was before. Not a single part of the world today can progress without the better means of communication. (Bakshi , 2015)

The importance of mass media for our country has greater importance as we are functioning as a democratic country. After we became democratic country or before it, the mass media role was always important for geographical boundary of India. But after independence, as we entered in the world of democracy, the role of media and its responsibility was enhanced. Nobody can doubt the constructive role of 'fourth estate' of democracy in the Indian context. (Dwivedi, 2016)

The role of media has been transformed with changing times and changing mass media. We have experience the gradual progress and changes of media and its effect, at the time of Print and Radio, at the time of state owned television, at the time of satellite television, at the time of 24x7 news channels and at the time of social media. Since the round the clock television news channels came in the scene, the role and impact of the media is more visible now. In the world of today, media has become almost as necessary as food and clothing .

The duty of media is to inform, educate and entertain the people. The media has a strong social and cultural impact upon society. Because of its inherent ability to reach large number of public, it is widely used to convey message to build public opinion and awareness. One of major duties of media today is to inform the people about the latest happening around them and the world. But unfortunately, because of money-making approach of media and the run for the TRP, it fails to fulfill the objective . (Alejandro, 2010)

Television provides a great way to stay connected to the world. It provides a platform to people to share their views, opinions, feelings with others. The one to one communication through Media has now changed the way people communicate

with the politicians , celebrities etc. Television has created a tremendous impact on the society.

It is evident that every coin has its two sides 'Head' and 'Tail' similarly media also have its merits as well as demerits. New Technology has made things easier but it has also created many threats for the society and it is constantly increasing. It is a need to be careful all the time while broadcasting anything on television otherwise a person can easily get hurt.

In the real world, nothing happens at the right place at the right time. It is the job of media to correct that. Although in the current scenario media has turned into a grand and commercial industry making money in huge numbers, but in this phase of development the quality and standard of television news journalism have been compromised. In all this, the question which generally rises up in society today is "where is the news?" The news channels are all about bollywood gossips, and criminal exaggeration . The misleading news items presented by Hindi news channels gives a serious impact on the lives of people. (Mehta , 2012)

Television news channels are presently serving what people like to watch, which is ideally and practically incorrect. It is actually meant to present things the way they should be rather than molding and sensationalizing the facts for the personal profits. The news channels are actually going mad in this TRP circus. It seems as if the Indian especially the Hindi news channels presents anything as news and serve it to their audience, which leads to the false news. The contents are portrayed without even realising its implication on the common people in society. From the very useless topics like supernatural investigations , horoscope solutions and future predictions, glamorisation of crime,invading the personal life of celebrities, comedy shows to alien entry from cosmos all are flashed as breaking news just to earn TRP. (Munshi , 2014)

While in their series for sensational news, the so called "breaking news", high end drama and debates are placed and the actual news suffers, moreover the standards of the whole fraternity get questionable. Besides, the news channels now a day hardly care about disseminating information and educating the society, all is concerned is entertainment, that too futile.

Literature Review

A literature review is a body of text that aims to review the critical points of current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources, and as such, do not report any new or original experimental work. No study can be undertaken without reviewing and analyzing the literature available related to the field of study. Review of Literature is an important component of research by which multifaceted understanding of the phenomenon becomes the part of researcher's cognitive personality.

A literature review can be just a simple summary of the sources, but it usually has an organizational pattern and combines both summary and synthesis. A summary is a recap of the important information of the source, but a synthesis is a re-organization, or a reshuffling of that information. It might give a new interpretation of old material or combine new with old interpretations. Or it might trace the intellectual progression of the field, including major debates. And depending on the situation, the literature review may evaluate the sources and advise the reader on the most pertinent or relevant.

Literature reviews provides a researcher with a handy guide to a particular topic. With a limited time to conduct research, literature reviews give an overview or act as a stepping stone. For professionals, these are useful reports that keep the researchers updated with what is current in the field. For scholars, the depth and breadth of the literature review emphasizes the credibility of the writer in his or her field. Literature reviews also provide a solid background for a research paper's investigation. Comprehensive knowledge of the literature of the field is essential to most research papers.

BOOK REVIEWS

1 *Sensationalism - A distasteful part of Media* By Deepak Kumar

Kumar (2009), in his book, states that there has definitely been a noticeable tilt towards sensationalism in Indian news media with the advent of Hindi news channel, What started as an effect to boost TRPs has now become into a chain reaction with every new channel using the sensationalism card to raise its

popularity . He in the book further explains that , However popularity does not necessarily imply credible public perception of either the news content or the news channel. He says that the audience can discriminate between content and sensationalism. It‘s high time that these news channels acknowledge the audiences ‘sensibilities and regulate their content with discretion. The news channels today are losing their credibility due to the degrading quality of journalism practiced by them. He mentioned that he has almost stopped watching news channels as they have lost the sense and essence to “NEWS”. According to him newspaper still works on the principle of journalism and has a credible stand in society. Like him, it is the general feeling of every common person who is in quest for pure news that today TV journalism is nor the same as it used to be and neither is acceptable. The condition is even worsening with every changing minute. The reality is that the truth of a lot of news channels has made a mockery of “sense over sensationalism” as the main principle behind journalism.

Research Methodology – For adding the accurate information about the topic the author has collected the data and information from both primary and secondary sources but the study of the topic is more about the secondary sources of data where the author added content from magazines, Internet, Books, and various marketing journals. Information of the news channels is collected through various websites And the content and Data is analysed with the help of tables, charts and graphs using Percentage analysis for the collection of the data . The key objective of the book is to identify the introduction of sensationalism Indian media so the information collected by the methods have amazingly been used by kumar in the book.

2 **“*A Journalist at large”*** By M.V Kamth

Kamath (2011) in his book, states that The over sensationalisation of news and the way they are being presented is very disappointing. The presentation of such news items disgraces the media and also it is definitely a reason behind the lack of interest of public towards Indian media. He further says that Media today in no less than a bollywood masala movie and News channels are no less than dance, drama and action. They serve the audience everything except news. They take no time in stretching a small issue, into an hour long show. The TRP have undergone several experiments, all unsatisfactorily. This can be correctly supported with the

words of former I&B minister Priyaranjan Das Munshi, who adversely called it "the game between stock exchange and a company, with five or six big corporate channels gaming the system to their convenience.

He writes that the current mess of TV Journalism in India is often blamed upon "the mad TRP race. The race to show sensational and senseless content on the name of "Breaking News" just to attract eyeballs is going more tragic. It is a pity that today viewers‟ are not actually getting the news but rather some concocted views.These are all a tactic of increasing TRP. He further states that Indian TV journalism has routed to sensationalism as matter of being high in the mad TRP race and minting money. Even it is true to state that sensationalism has itself gone overboard and in all what really suffers is the integrity and the quality of the news channels. The phenomenon of "paid news", "sting operations", "doctored videos" all are handles of creating sensationalism a way of hampering the actual news. These in all are the factors which are degrading the quality of television journalism. The gross tabloid face of the news channels particularly, Hindi news channels are resulting into loss of viewership and standards of Indian journalism and the media itself too.

Research Methodology – For the information about the topic ,author had mostly gone through the sources already available and analyze these to make a critical evaluation of the material. For gaining more information the available data on Indian media is critically analyzed.

Data for this study collected from the secondary sources of data. The secondary data includes books, magazines, journals, periodicals and different websites. Analysis During the past decade, advances in information technology have facilitated a global communications network

3 "Communication and Development : Issues and Perspectives" By Ashwin Mehta

Mehta, (2012) in his book states that The TV Industry has grown a lot in the last 10 years and has just got bigger and larger, Not that we have not witnessed any such transition phases before, but the difference this time is that the change is very quick and strong. He says that there is no doubt that this change has also led to generating a lot of work as new ideas come in almost every day, shows are scrapped and launched, strategies are changed and re-changed overnight, more efforts have to be pumped in right from the producers to execution team to anchors

and in such a competitive environment, but the real NEWS suffers it's due fate, which is not good because the stability factor has gone down. He in his books has explain the other side of the development in the television news channels industry . According to him The change is of course bringing in new ideas and concepts but unfortunately the life span of Television has become a lot shorter. Previously there would be 2-3 milestone shows in 5 years, but in today's scenario, there are 5 milestone shows in one year. What is even more surprising is that from these milestone shows, some would be forgotten the very next year. The review of this book is very helpful for my study as it talks about the changed scenario of television in India.

Research Methodology - In the book ,the author has applied empirical research method for collecting the data and the information from the source. The earliear work has been reviewed where the Empirical evidence or observation based data analyzed by quantitative content analysis. Bulletins of regional and national news analysed quantitatively which expressed result in term of quantity or amount.

4"News as entertainment: The rise of global infotainment" **By** Daya Krishna thussu

Thussu.(2007) in his book. explains the modern media strategies being used by several news channels just to make the profit. He says that media nowadays has turned into a entertainment industry where they focus more on the business and profit rather than focusing on giving the informative news to the audience. The television business has become extremely commercialized, Indian subcontinent cannot afford to take in misleading public opinion, taking audience for granted or wasting the air time for profit motives. The program content has to be put to some degree of screening by experts or professionals of TV houses as it would get miscommunicated in the vast visually less literate sections of the huge Indian populace which is also a complex amalgamation of traditional, transitional, and modern societies with multi-lingual, multi-cultural hierarchy ridden communities spread over vast geography and different climatic conditions. Adding to it, the bombardment from the skies by the transnational television has the content which is much alien to the aboriginal practices and lifestyles of Indian terrains. The audience measurements continue to be hesitantly accepted by the masses due to its dubious distinction.

Research Methodology –Author attempt has been made to analyze, interpret and draw the conclusions by taking consumers‟ views towards Hindi News Channels. The respondents‟ views on various aspects on Hindi News channels have been presented according the research of the book moves further. A descriptive research study has been used for the purpose. Simple random sampling was used to collect the responses through an objective-type, multiple-choice, structured questionnaire comprising 16 questions. Content of the news channels also analyzed and the

5 "Behind A Billion Screens: What Television Tells us about Modern India" By Nalin Mehta

Mehta , (2015) in his book , has written the different stages of the development of mass communication in India. Talking about the Growth on television journalism in India he explains that what is happening to India's television industry and How is it adapting to the rapid changes in the country and what does India's television programming tell us about the state of the nation. He in his book says that Television touches almost everyone. It is rapidly expanding and becoming socially ever-more powerful, but is simultaneously facing a crisis of credibility. In Behind a Billion Screens, Mehta looks closely at how television works in India, how TV channels make their money .Given that television is a strategically vital social gateway for power, he also talks about the ownership of television networks - politicians, corporations, real-estate tycoons - and tells us why this matter.Everybody watches television, everybody has an opinion on it and everybody claims to have solutions, but Mehta brings new research and understanding to illuminate a topic that often raises a lot of heat and smoke but little light.

Research Methodology - Nalin Mehta's new book, released in May 2015, is a national best-seller and was long-listed as Business Book of the Year by Tata Literary Live. For observing more detailed structure of media and its changing scenario he went closely at what is happening to India's television industry, how is it adapting to the rapid changes . The Interviews with the expertise and along with the help of secondary sources , author drafted a raw structure of television news and later on used in the book in a proper ,replicated way. The given financial data been analyzed as the book also talks about the business perspective of television, turning into an entertainment industry. The statistical data have been examined by the methods . The author also done a comparative study of television and the new media .

6 ***"India's Media boom: The Good news and the Bad''*** By James Painter

Painter ,(2015) in his book he elaborates how the Two factors seem to have driven the rapid transformation of the media in India: first, the intrinsic force of new technologies that challenge and bypass government control; and second, the unstoppable energy of India's creative democracy. The combination has created an empowered, free, and aggressive media. He makes a powerful case that the India media could be at a tipping point, in which they begin to lose their credibility. The media needs to take the lead, to look beyond short-term profits and take action in the interests of our own long-term freedom and credibility'. And in particular, he is in favor of the implementation of defamation laws 'by the judiciary, in consultation with the media, but totally independent of government.

Research Methodology - This book is edited by Painter, where with the help of writing experts he talked about the Indian media of today and the actuality of news they broadcast. During the research work ,the author interviewed over 50 people actively involved in this field, in different media and different countries. The main interviewees are listed on the inside front cover. They span mainstream and niche media,A research, campaigning and business. In addition, the author researched books, reports and websites covering the media sector and associated issues. The aim has been to produce a briefing that can be read and digested fairly quickly.

PhD Research Thesis

1 Credibility of news media in a free fall *By* P.N Vasanti

Vansanti, (2009), in her study she pointed out the various factors affecting the values of television journalism. She states that TV has the appetizer effect and newspapers serve the real news. The media is known as the most powerful weapon of democracy but the current situation of news channels is not admirable. She even pointed the standard of the low credibility of the Indian news media. She advised for the proper introspection and accountability of the content of the television news media before presenting to the masses. The Researcher has made an effort to

examine various issues related to the behavior of the adolescents of television and has tried to identify the impact of these changed formats on them. The study has also attempt to answer several issues related to adolescents and tabloid journalism. It has also provide an overview the impact of television channels on contemporary Indian society Hence, this study is fruitful for me as it talks about television news channels and its impact as the researcher has very well explained her views.

Research Methodology - The study measuraly talks about the absence of credibility of news content so the methodology of this study is designed by the researcher as A survey was conducted in which 600 respondents from all across Bangalore city were administered a questionnaire. The Questionnaire was first tested and the reliability and validity was ensured before a full scale survey was concluded. A convenience sampling technique was adopted to draw a representative sample from among the television viewing population of city. Care was taken to ensure that all parts of Bangalore city were covered. The study attempts to find out these objectives .
Many top news channel heads and senior journalists were interviewed to get a better idea of the workings on the news channels. This was also useful for designing of the questionnaire.
This study intends to find if local news channels are perceived to be more credible by the viewers than national news channels and therefore believe the news on local channels more.
The main reason for the study is the rise and development of 24-hour news channels in India in the last decade and the impact it is having on the way news is gathered, processed and disseminated to an ever growing and ever hungry audience.

2 "Analysis of Recall and Credibility of Breaking News in Electronic Media - Among Audiences" By Shilpa Kalyaan

Kalyan, (2009), explains the newsworthiness of news papers as compare to the television news channels. She states that the perception of TV by audiences as a handle of "Breaking News" is very much inappropriate. Being an audio visual media, Television surely attracts people's interest towards the caption of Breaking News due to the curiosity to know what important will be displayed but it is very

disappointing when the news channels run one clip they have 10 times by using different transactions. She says that, when it comes to credibility newspaper stands top.The study has also attempt to answer several issues related to television and print journalism. It has also provide an overview the comparative study of television and news print media of communication .Hence, this study is fruitful for me as it talks about television news channels and its impact on the society .

Research Methodology - For the study the researcher has collected the data and information from both primary and secondary sources A survey was conducted with a focused sample of 500 respondents in the age group of 25 -55 years. The respondents belonged to the urban areas and were chosen keeping in mind that they watched news on television. To find the television viewing habits among audience ,This study sought to conduct a literature study on audience overview of these phenomenon's. The data from the questionnaires were classified and tabulated for the purpose of analysis and interpretation. The tabulated data clearly depicts the views of the respondents relating to their information and television viewing habits in other related dimensions.

This study intends to find if local news channels are more credible by the viewers than national news channels.

The study attempts following research questions -

1. Traditional media sources are important for getting news.

2. Television is becoming an important source for the majority of the audience.

3. Local television channels provide credible news.

4. People tend to believe the local news channels over the national news channels.

3 Popularity V/s Credibility: An analysis of Public Perception of Sensationalism in Indian Television News, By Ruchi Tyagi

Tyagi (2011) in their study analyzed that Indian news channels have shifted their news content towards sensationalism with the launch of 24 hours news channel, to

rise in their popularity. They evaluate the pattern of the news presentation. They states that, In the race of getting more profit , even the facts are distorted just to add more drama and hike the TRP . Moreover, they even pointed that out of all, Hindi news channels are the one segment which sensationalize the content most, and in this chart even India TV and Zee news are the major contributors. However, they even stated that audiences are more capable in distinguishing between sensationalism and credible news content but it overall degrades the quality and image of the Indian Journalism on the whole.

Research Methodology – The phenomenon of globalization has changed the idea of how media is consumed in India. The growth of satellite TV and its 24x7 nature has revolutionized the news room. There is a constant relay of news and information that redefined the outlook and perception of the viewers. From the regular political, social, sports related fare the television news media have redesigned the concept of news with better technology and following a practiced theory of the west. More precisely it is infotainment on a roll. Critically, the trend could be assumed as plain sensationalism fuelling stories and TRPs.

Thus this study helps in understanding the change in news pattern in Indian TV space by:

1. Analyzing the content change of 24/7 news channel.
2. To assess the credibility factors of 24/7 news channel.

A twofold method of analysis is used for this particular study:

- The Content Analysis Method (content of 24/7 news channels), Where in the content, presentation methods of news channels are analyzed.

- 2. The Case Study‘Method. Here we study a few relevant cases that have questioned the credibility of media are discussed.

4" Credibility of Local News Channels and Media Practices in India **:** ***An Audience Driven Approach*****", By** Naresh Rao

Rao, (2014) in their study examined the audience perception of the credibility of television news channels. They explain how the era of actual news has changed drastically. They says that there was a Time was when news channels actually and majorly focused on hourly news bulletins but with the dawn of 24 hours news channels the face of news has worsen and these channels have been indulging in such sensationalism , impactful and dramatic content, which is their sole essence of "breaking news". Moreover, these channels have been seen promoting only their prime time anchors just like entertainment channels promote their daily soap characters, thus putting the editorial content secondary to the images of their anchors. All these are due to the excessive cut throat competition which makes the survival of the news channels difficult thus routing them to tabloid sensational journalism. In a fact out of 800 TV channels, 400 are news channels which accommodate only 7% of the viewership only. Indian news channels are far too obsessed with the breaking news instead of serious news gathering. Mr. Pranoy Roy's in one of his analysis on TV news channels mentioned that the path to making profits for a news organization is littered with compromises that change the nature of journalism. In this process, one of the most popular ways is going Tabloid and attracting the eyeballs. As a matter we could say that India's media may not be perfect, but still working for the world's largest democracy. It has noticed the upside of unfettered journalism. But as they say any strength taken too far becomes weakness, so the Indian media too appears to be hurting towards its own regulatory cliff and there is a deep requirement of the serious actions and controls by the government.

Research Methodology - The researcher has designed the study as it basically relay upon the audience perception on the news content of today's media so the more data collection is focused from the public opinion about the news channel so of today . So the data collection of this study is more collected from the primary sources although the content analysis of some news have also be done but he measure source of the data in the study is public as and the media experts channel similar to my study. for credibility study Survey research uses sampling and questionnaire design to measure characteristics of the population with statistical precision.

550 respondents from the city were administered a questionnaire. The Questionnaire was first tested and the reliability and validity was ensured before a

full scale survey was concluded As It was also useful for designing of the raw conclusion.
This study intends to find if local news channels are more credible by the viewers than national news channels.

The following research questions will guide this study:

1. Traditional media sources are important for getting news.

2. Television is becoming an important source for the majority of the audience.

3. Local television channels provide credible news.

4. People tend to believe the local news channels over the national news channels.

Findings of the study are also been included by the researcher , News is very important for the citizens. Newspapers are still the preferred mode of getting news for the older generation. But surprisingly the young get their daily dose of news from internet and especially online news portals and social media sites. Television is gaining but is still behind newspapers as the preferred source of news. Television is seen as an entertainment medium rather than a source for serious news. Newspaper has a high trust value among all age categories and is able to maintain its credibility due to the adage: If it is in print, it should be true. Radio, unfortunately, doesn't have any takers as far as news is concerned- purely for music.

5. ***Need of News: Study of Selected News Channels in India:*** By Johal Singh

Singh (2015) states that How earlier news used to be a part of the programming content which was just confined to a half an hour show with all major elements of news, all weaved together. Political stories usually were a part of their opening news, followed by 15 semi soft stories, and entertainment and sports news at the end of the Bulletin. This was the pioneer trend in the history of Indian Electronic Media. But, at present we rarely could see such trends. The present trends show the influence of market driven factors. Today any news item could be breaking news, be it the achievement of a sports star or a Bollywood star signing a new film may also be prime news. The concept of Prime time news was gifted to the Indian

audience by Doordarshan. For a television channel, primetime is the most important TRP driven time slot, which has a maximum viewership in a day. It may vary as today we have specific channels for the masses. Prime time for a regional news channel may be different than that of a national news channel. For an instance the prime time at Sahara Samay Uttar Pradesh or ETV Gujarati may begun at 7 pm and ends at 9 pm. But for a National News Channel such as Aaj Tak or DD News it is from 9 to 11pm.

Television programs are conceived and produced according to their time of telecast, to cater to the need of audience. As the primetime programs share the maximum viewership, it has become the necessity of the broadcasters to serve that content which appeals the masses. To survive against the cut throat competition for TRP no one wants to be defeated. This may be one of the reasons for the present trends in primetime news. Study conducted on the content of television channel shows that the news related to entertainment is given preference during primetime.

Research Methodology – The study primarily adopted the method of content analysis which was executed by social survey method of research. Content analysis of the primetime news bulletins of selected television channels was conducted to explore the trends in news presentation. The sample for the study includes two hours of primetime news programming per day of the week spreading over to four consecutive weeks of 6 months of programming by three popular TV news channels in India. As such the sample size came out to be of news programming. The reasoning behind the selection of the prime time new programs is that each sample will be all inclusive covering diverse events including political, crime, social, life, style, science, sports, business etc and are likely to attract all generations of viewer ship. In addition, these are likely to cover recorded news, live coverage of events and online comments and discussions making the news programming complete.

Singh's study aims to analyze the news contents to identify the trends in their presentation while examining its historical evolution and the perceived contributing factors there of. The specific objectives can be enumerated as follows:

1) To explore the evolution of primetime news formats in its historical context.

2) To examine the contributing factors for the evolving primetime news formats.

3) To analyze the contents of primetime news programs on Indian TV news channels to identify the trends there in.

4) To collect and analyze public views on the evolving primetime TV news formats.

5) To explore the implications of these evolving news formats on news contents of other media and viewing behavior of the public.

6 ***"The effect of content credibility on consumer based brand equity: A study of Indian TV channels"*** By Madhupa Bakshi,

Bakshi , (2015) explains how The Indian entertainment and media industry has outperformed the Indian economy and as one of the fastest growing sectors in India. It is riding on the back of economic growth and escalating income levels that India has been experiencing in the past years. This is significantly benefitting the entertainment and media industry in India as this is a cyclically sensitive industry and it grows faster when the economy is expanding. An added boost to the entertainment and media industry in India is from the demographic point of view where the consumer spending is rising due to increasing disposable incomes on account of sustained growth in income levels and reduction . The paper further states , It was once called the media revolution. A better description today would be 'media explosion'. The common man has become both a beneficiary and a victim of television news channels. The human need for entertainment is as old as the human species is. The cable and satellite television channel industry has been going all out to woo the viewers in catering to this fundamental need of theirs. The genre of news channels is a key player in the whole spectrum of media. So basically the study paper is based on the identification of viewership preference patterns of news channels. As a result of this study it was found that viewers of news channels are not hungry for news alone. They would like their news to be served to them with all the possible garnishing and topping. The competition in the news channel industry in the current scenario hinges on this very factor. The paper attempts to explore the impact of news anchors on the viewership, the effect of repositioning efforts, and preference for interview based news programmes.

Research Methodology - In order to know the receptivity of the shows from the viewers'perspective a pilot study has been conducted taking into account the most popular channels and the least popular channel. This pilot study has also assessed the strengths and weaknesses of their shows. Subsequently, the features that have

distracted the audience from watching the television have been studied. The pilot study indicates that viewers have expressed dislike towards many popular practices like voting system, unhealthy competition, unreal drama, etc., even for popular channels.
Thus this study has been instrumental in knowing the real interest of the audience towards TV news channels and in validating the questions that are to be used in the survey among a larger audience.
In addition, personal interviews of the people who are associated with television media were also conducted and based on the 16 outcome of the discussion a questionnaire for pilot study was prepared. The collected data has been analyzed and compiled.

7 ***"Ethics and Indian Television Content Portrayals: A Critical Study "*** By Bheemaiah Krishna Ravi

Ravi (2016) states that the Ethics in communication approaches by the Indian electronic media, particularly television about its content on air are a heated debate in the country today. This study focuses on media ethics and effects on society. He defines that there is a need for comprehensive self-regulation draft by thorough professionals. It also calls for professionalism with good training background about the field. There should be strong screening of the aspirants entering into television media about their socio-cultural background and psychological terms. Ensuring value basis in the practices and substance of content on television channels will help the portrayals credible.

Research methodology – The research is made for making an investigation about the content portrayal of Indian television media through ethical perspective.
Research Design In order to fulfil the objectives of the study the researcher have employed the Analytical Method. An analytical method is that where a researcher has to use facts or information which are already available and analyse these to make a critical evaluation of the material. In this study the available data on Indian media is critically analysed.
Data for this study collected from the secondary sources of data. The secondary data includes books, magazines, journals, periodicals and different websites.

Analysis During the past decade, advances in information technology have facilitated a global communications network

Research Articles in Journals

1 The worst of the modern mass media'' By Praful Bidwai

Bidwai , (2009), He mentioned the double standards of today's media. The roll which should be done by the media has changed totally . He states that where on one hand news media is good for democracy by influencing public opinion, on the other hand it could be devastating for the society when it moves towards poor quality journalism. He states sensationalism and tabloid journalism as the major factor which degrades the journalism standards. The article even highlights that the news channels are less knowledgeable and spreads misinformation. Besides this he even points the gross effects of repeated stories which results in criminal aggression.

2 "Constructing an audience: news television practices in India" By Somnath Batabyal

Batabyal ,(2015) in the article explains how Television News channels have driven their wheels for entertainment because the only reasons for real and serious issues are not able to capture the interest of the viewers, thus reducing their profits. Entertainment news due to the promotional channel, sensational and visible opportunities. The channel has occupied a lot of space, which is to be offered. Competition is also one of the main reasons, in which the news channel has been forced to take the shape of the infotainment channels. Spreading informative and entertaining content There was no alternative to the news channel that the issues of spice and garnish with drama were done to remove TRP and other channels from their share of profit. In order to earn maximum revenue from viewers, till the Indian audience gets mature, the news channel will have a strong presence on the news channel.

3 The Future of Indian News Media" By Sudeshana Ghose

Ghose (2017) in her article states how The Indian media is growing at rapid speed involving different tools available online and mobile to garner readers/consumers attention. But the question remains where it is headed towards? What is the future? How will we experience the news or how to get readers involved in the story? Some new medium for the media industry which will become a common place for the consumers/readers in the future are as follows: Info-entertainment - Information combined with entertainment, so consumers get information through entertainment shows. Professional bloggers – bloggers will become more popular in the coming years as a source of getting news.

Until a decade ago, the news channel was known for its news content, editorial standards, fairness and fair telecommunication degree. But gradually news channels are covering special programs on entertainment, like on other channels such as 'saas, Bahu and Bitayan' till today and on 'Saas, Bahu and conspiracy' Star News. News Reader and Weekly Debate Anchor, who was also Newsreader in the weekend, was known as professional television journalists working for a particular channel. They are known for there reading skills, presentation style, language proficiency and other professional skills. Today, the Prime Time News anchor which is the known as the face of their respective channels. In fact, they are not only the face of the channel, but also the celebrities and brands from the channel. As a result, today some channels are known by their star anchors such as Arnab Goswami, Barkha Dutt, Rajdeep Sardesai and Rajat Sharma as names, just like daily soaps play them by their main characters and TV stars.

4 "Mass Media and Communication in Global Scenario" By Raghav Dwivedi

Dwivedi (2016), in his article states how Private news channels have today created their own parallel universe of what constitutes news when In 2000, when Aaj Tak launched, its then unique brand of news delivery, breaking news, location reports, colloquial language was revolutionary for an audience used to Doordarshan's dreary, studio-locked news bulletins. But with the proliferation of other 24-hour

news channels, this formula also became stale. And thus began the search for clutter-breaking programmes, the snowballing process of new tabloidization, crime shows, hidden camera exposes, Star scandals and sexual escapades. Festivals like Karwa Chauth became the main news of the day.

He in the article gives an example of A study conducted by the **Centre for Media Studies** (CMS), an independent non-profit research organization, which picked six Hindi news channels as its sample in 2008 established that news is among the most-watched categories on television in the country and Hindi news channels command higher ratings than their English language counterparts. ―The TRP (television rating point, which reflects the percentage of people watching a particular programme at a given time) menace has hijacked the agenda of news channels,‖ CMS chairman N. Bhaskar Rao said. ―While it is good that the stronghold of political news is declining, what is replacing it is crime and Bollywood gossip Crime shows have become quite the rage on news channels. Almost every news channel has two, if not more of them. From *Red Alert* to *Vaardat* and *Crime Reporter* to *Sansani* and *Jurm*, to almost a dozen other shows, there is an array of rape, murder, incest, dowry death, adultery and other stories to choose from. Most of these shows re-create the actual crime wherever needed as vividly as possible to give the viewing audience a real taste of it. They try to bring the viewers face-to-face with the gory world of crime all over the country. The one year old case of the NOIDA double murder of Arushi Talwar and her servant broke all barriers of responsible journalism, with a new angle being flashed across news channels as breaking news‘ without any verification to refuting it as another breaking news‘ later.

Singh,(2016) in his article explains the various formats and changing trends in television journalism . He states that nowadays every news channels are following T.R.P race. For this there are different formats, such as “Soaps and Comedy galore ”-The news channels also fill their 24 hours with exaggerated doses of rerun of popular comedy shows from the general entertainment channels. The comedians‘ dialogues flash across the screen just like any other news item. Besides there are customized programmes that narrate tales of popular TV soaps and make future predictions on the plot. Some of such programmes doing rounds on Hindi news channels include *Saas, Bahu aur Saazis* on Star News*; Saas, Bahu aur Betiyan* on Aaj Tak, *Serial Jaisa Koi Nahi* on IBN 7 among others .It has really become difficult to differentiate between news and entertainment channels. According to a research conducted by CMS, the graph of prime time television news on major national channels shows how the proportion of news on entertainment has gone up from 6% to almost 16 % in the last four years. “ Cricket and Cinema”Cricket-focused programming on news channels.

Besides in the recent past the Indian Premier League (IPL) became a huge platform capable of sensationalism. From the glamorous owners who own the IPL teams to their controversies, news was full of juice and scoop about them and their players. The Abhishek Bachchan- Aishwarya Rai wedding and the Saif-Kareena affair are blatant examples of media‘s obsession with Bollywood. From talking about films and cinema, the news channels indulge in hours of discussion on sensational personal escapades of film personalities

Articles in News papers

1 Indian Journalism at Ground zero By Vinayak Gangadhan

Gangadhan, (2013) in the article states that the formal training to the newcomers in the field of Journalism is important, to let them learn the basic courtesy and manners expected from them. He expressed that his deep concerns on the present news patterns which is no more about discussions, debates and celebrity talk shows rather than the news. He further explains that the anchors who neither speak calmly nor they allow the panellist to speak are just wasting the time of their audiences and presenting a wrong image of the journalism among youth, who somehow or the other is attracted and influenced by TV news a lot. He presents his deep concern towards the disgradding scenario of Indian news channels. Hence, this article is efficacious for my research study as it talks about the various forms of television news techniques . It also explains the emerging trends resulting in television channels. It focus on the popular channels that now a days are committed by serving the entertainment to audience just like the music or other entertainment channels .

2 No News Channel is Neutral,; Journalism is in Bad Shape By Ravish kumaar

Kumar , (2016) the editor of NDTV in his article stated his side of the story surrounding controversies and about the new law in journalism being witnessed in the present times. He marks his deep concern towards contemporary journalism by stating it in a utter bad shape where people who are practising journalism are not aware of their roles. Being biased to political parties, is the major problem the media world is facing but all is because they wish to get their work done as soon as possible. In the due course the pure journalism is suffering. He further explains in article that the editor now a days are self stated. He even mentions that the new journalists are the Designer Reporters who just keep busy covering the news related to white collar personals, meeting high dignitaries in their offices and writing in their favour or propagating their work. They actually fabricate the news rather than concerning on the critical issues of the country which actually demand their attention.

3 "***Television news and democratic change in India"*** By Anupama Munshi

Munshi, (2016), In the article points out several false techniques which is being used by the television news channels just for the sake of TRP and more viewership. She states that it is highly shameful watching the media looses humanity . Talking about The case where a 14 year old girl (Arushi Talwar) got murdered brutally and what was shown on our television screens were transcripts of her online chats and her personal message and discussing personal relations with certain people. This was truly a shame on the part of our television news channels. This was indeed a major example for crossing ethical boundaries. She says that It was a pure case of defamation but they actually tainted the character of a teenager who was dead. This clearly reflected that the fact finding journalism has now become a commercialized activity wherein over hyper news is accepted to be in the competitive rat race to earn more profits. She also talks about "*Magical Chip scoop"* where The leading Hindi news channel Zee news went more beyond the Fake Journalism and mislead its audiences by wrapping it in the cover of Special Information News bulletin. It was a huge hoax news, picked up from some social site and was even aired without proper verification. The news stated that the new 2000 rupee note introduced by the RBI has some nano GPS chip. The anchor Sudhir Chaudhary from the channel even aired a show informing their audiences

that the new note was being installed with a nano GPS chip that would give away the precise location of the note, enabling the government to track it. He even mentioned that the chip was such strong to even track notes buried deep under grounds.This news resulted in a huge confusion and such a curiosity that even ulted in a certain amount of damage to the new currency by the public to satisfy their quest aroused by the news. In the article she has pointed out several cases which is the example of false and foolish television journalism.

Theoretical framework

Theoretical framework is a representation of our beliefs on how certain phenomenon (variables or concept) are related to each other (Model) and an explanation of why we believe that these are associated with each other(Theory).
It is a conceptual model of how the theories makes logical sense of the relationship among several factors or variables that have been identified to the problem under the study . It also helps us to postulate or hypothesize and test certain level of understanding in the context of dynamics and situations .

A theoretical framework consists of concepts and, together with their definitions and reference to relevant scholarly literature, existing theory that is used for your particular study. The theoretical framework must demonstrate an understanding of theories and concepts that are relevant to the topic of research paper and that relate to the broader areas of knowledge being considered. It is most often not something readily found within the literature. The selection of a theory should depend on its appropriateness, ease of application, and explanatory power. Theories are formulated to explain, predict, and understand phenomena and, in many cases, to challenge and extend existing knowledge within the limits of critical bounding assumptions. The theoretical framework is the structure that can hold or support a theory of a research study. The theoretical framework introduces and describes the theory .

It also strengthens the study in many ways as it connects the researcher to existing knowledge.

As my study is related to Television media and their changed working behavior , use of **Agenda Setting Theory** for constructing the theoretical framework, will be

appropriate for the study as this theory mainly talks about the techniques and in-depth factors related to media .

Agenda-setting theory –The theory describes the "ability (of the news media) to influence the importance placed on the topics of the public agenda.

With agenda setting being a social science theory, it also attempts to make predictions. That is, if a news item is covered frequently and prominently, the audience will regard the issue as more important. Agenda-setting theory was formally developed by Max McCombs and Donald Shaw.

The power of the news media to set a nation's agenda, to focus public attention on a few key public issues, is an immense and well-documented influence. Not only do people acquire factual information about public affairs from the news media, readers and viewers also learn how much importance to attach to a topic on the basis of the emphasis placed on it in the news. Newspapers provide a host of cues about the salience of the topics in the daily news – lead story on page one, other front page display, large headlines, etc. Television news also offers numerous cues about salience – the opening story on the newscast, length of time devoted to the story, etc. These cues repeated day after day effectively communicate the importance of each topic. In other words, the news media can set the agenda for the public's attention to that small group of issues around which public opinion forms.

Agenda-setting theory in present scenario of television news channels refers to how the media's news coverage determines which issues become the focus of public attention Though it's impossible to measure the extent of the media's influence on public opinion, agenda-setting theory has still proven valuable in understanding how mass media affects the way people view reality.

Agenda-setting theory rests on two basic assumptions.

- The first one states that the media filters and shapes reality instead of simply reflecting it. For example, news stories are not presented chronologically or according to the number of people affected by them, but rather in an order that a producer or editor determines to be the most "sensational," or most appealing to audiences.

- The second assumption states that the more attention the media gives to certain issues, the more likely the public will be to label those issues as vital ones. In other words, agenda setting doesn't necessarily tell people how they

should think or feel about certain issues, but rather what issues they should think about.

The theory does have some scientific merit. For instance, it is based on the cognitive principle of accessibility, which refers to the memories the brain accesses when asked to retrieve information. The more a story or issue is publicized in the media, the more prominently it is stored in people's memories. Then when people are asked to list the most important issues of the day, they are likely to respond by naming the top stories covered in the local or national news.

Yet agenda-setting theory often falls prey the classic "chicken or egg" conundrum that has critics asking, "Which came first, public opinion or the media's agenda?" After all, news producers claim to cover issues based on what the public wants to hear. The theory's founders admit that the rapidly evolving world of mass communications has changed the way researchers should approach agenda-setting studies in modern times.

Of course, the media's agenda setting doesn't just influence public opinion; it also affects public policy and the media itself.

The agenda setting by channel owners on program content to man oeuvre the political, economic or social situations only for their quick profits is highly questionable. Even the intentions of the product advertisers from mega business sectors in dictating terms about the program content is intolerable as it amounts to vested interests as against the national interest or mass support. The summary of the game is that Indian TV houses lack professionalism of running a television media which should be as per books and principles laid down by the forefathers about the primary purposes and objectives of media functioning. This nonprofessional approach could have also stemmed from lack of proper training and media education among the practitioners. Much of quacks entering the field have made television industry heavily losing on credibility steadily day by day. Just because the Indian land is vast and so to increase access and reach, mere proliferation of channels or boost in audio-visual content cannot guarantee any sort of healthy social engineering or contribution to the economic growth of the nation. In some of the regional channels, there is a rampant unofficial coverage of a new trend of cultural activities conducted by intellectual artistes in the name of joke or entertainment only to get away with huge profits by airing them without prior permissions or copyrights from the artistes or organizers. Many such devious ways of production has made channels often slip on professionalism and steadily lose on credibility among viewers.

Motivation and Research Gap

The media play a central role in informing the public about what happens in the world, particularly in those areas in which audiences do not possess direct knowledge or experience. Findings across these areas show the way in which the media shape public debate in terms of setting agendas and focusing public interest on particular subjects.

Television news has been and currently remains the most powerful platform of news For more than 50 years; it enjoyed a privileged position in a low-choice environment with large audiences and high levels of trust. But of course the internet has changed that. We now live in a high-choice environment with rapid changes in technology and consumption to which TV news is have to adapt.

The Indian mediascape has dramatically changed in the past 15 years. Gradual privatization and deregulation have resulted in increased entertainment-driven rather than public-service oriented news. Marketing pressures, the tabloidization of news, and management and economic pressures are affecting journalism ethics and issues such as accountability, independence, and conflict of interests. True journalism is not having a degree oriented towards conventional news but the ability to raise your voice and to understand and maintain the ethical principles and standards of media. However, media these days whether print or electronic are more bothered about their circulations or TRP .Private news channels have today created their own parallel universe of what constitutes news. Another example of Indian media losing all the journalism ethics was related to the death of shridevi. Where If Indian news channels cannot take you into the bathroom, they will bring the bathroom to you. The death of actor shridevi was destined to be big news, thanks to her pan-Indian popularity. That she died suddenly at the age of 54 added to the tragedy, leading to tributes from across India – and far beyond. But as further details emerged about how she died, India's TV channels spotted an opportunity to flex their detective muscles and show off their computer-generated graphics skills. If you turned on just about any Indian news channel on the evening of February 26, you would have been confronted with the view of a pretend bathroom, with the pretence that the person on screen was committing an act of journalism. The combination of ingredients – a movie star, an unexpected death, a bathtub and the suggestion of some alcohol involved – was enough for news

channels to forget that they were talking about the actual death of a human being with a family.

Research Gap:

- There has been a variety of research done about Television media , but most studies have focused on theories , strategies and its implications .
- The studies overlooked the most recent trends in Television news channels
- Very few studies were found on the impact of lowering standards of media that can explore the more depth knowledge as well as the challenges in the field of Television journalism .
- Therefore, more elaborate and comprehensive research is needed to explore the impact of the content and presentation of television news channels.

Objectives

The general purpose of this study is to investigate the impact of content on the viewership of television news channels and also to find out the changing scenario of Television news channels in India and to understand the factors responsible for the change of television media , how far the changes / impact are relevant for the society.

The purposed study attempts to analyze the following issues :

- To study the impact of content on the viewership of Television news channels.

- To analyze the reasons for the changes in the content and presentation of Television News.

- To identify the reasons behind the introduction of sensationalism in TV news channels.

- To discover the impact of such degrading news quality on its audiences.

Hypotheses

- **Hypotheses 1** - The content of any news in a straight line affect the viewership of News channels.

- **Hypotheses 2-**Gaining TRP and fighting the competition are the responsible reasons for the change of content and news presentation of Television news.

- **Hypotheses 3** - The news channels nowadays sensationalize and exaggerate the news up to a big extent, as it appeals the general viewers.

- **Hypotheses 4** - The quality and content of the news manipulates viewers 'satisfaction and also degrades the standards of Journalism .

Plan of Work and Methodology

Research Design:

This study will be conducted through exploratory research method, as the study needs to identify the impact of the content and presentation on viewership of television news channels .This research design is apt to study the specific changes in the existing working behavior of television media and will also help the researcher to find problems that were not studied –in-depth before. The researcher may include literature search on internet, libraries, etc. which further include magazines, newspapers, trade literature and academic literature .This design will provide the researcher a deep insight, which will provide more opportunities to study new aspects and question new things.

- Research Approach: The approach of the research will be survey research where the information will be collected from Media organizations and from the general public.

- Data Collection methodology: The data will be collected through questionnaires and interviews .Two questionnaires will be prepared, one for the public respondents and another for the Media professionals.
  In depth interviews will be conducted with Media professionals to gain the deep information about the topic.
  The content of 4 news channels for two months will also be analyzed for 2 particular time slots .This will help to get more accurate data for the study.

- Sample Size: The study will be based on non-judgmental random sampling The sample size is set. Sample unit will include 500 samples in total.
  500 for the General public and 20 for the media professionals

- Data Analysis Tools: As the Data will be collected it will be analyzed descriptively and will be followed by the appropriate statistical analysis.

Operational Definitions

- **News -** News is usually stimulating information from which the ordinary human being derives satisfaction or stimulation . “It is anything you did not know yesterday” -Turner Catledge

- **Viewership -** An audience of viewers, especially of television, either generally or a particular kind of programme.

- **TRP -** Target Rating Point (**TRP**) is an index which gives us an idea about reach and frequency of advertising messages towards a target audience.

- **Sensationalism - Sensationalism** is a type of editorial bias in mass media in which events and topics in news stories and pieces are overhyped to present biased impressions on events, which may cause a manipulation to the truth of a story.

- **News content -** News Content is "something that is to be expressed through some medium, as speech, writing or any of various arts’’

- **News presentation -“**A formal way introducing of the news to the audience.”

Facilities available at the place of work

Primary Data will be collected from outside the place of work as for that individuals and organizations are to be studied.

IISU has always provided all facilities to the students and the research scholars within the campus. The Central Library of The IIS University has developed a comprehensive Digital Library www.iisu.refread.com.
The library has aggregated world class content from eBooks, journals, videos, presentations, NEWS all on one cloud platform; access to all the subscribed web resources.

Secondary Data can be resourced successfully from the place of work as a well equipped library (with sufficient information sources) and internet work stations are available.

Limitations of the study

Normally, each study and the present study are not free from the limitations. A few limitations are as follows:

- Limitation of time, space and manpower are the most restrictive aspects in an empirical study and this study may also be limited due to these aspects.
- The answers of the respondents, as such will have to be taken as true.
- The respondents may be quite on certain issues and as such interferences will have to be drawn on the basis of the observation of the overt behavior of the respondents which may include gestures and facial expressions.
- The conclusions drawn may not be universal.

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